

Agreement Between:



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

**American Media & Advocacy Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

# CONTRACT

<b>Contract / Revision</b> 586428 /		<b>Alt Order #</b> 07915290
<b>Product</b> FALL 2012		
<b>Contract Dates</b> 10/29/12 - 11/05/12		<b>Estimate #</b> 137/490/3474
<b>Advertiser</b> National Rifle Association		<b>Original Date / Revision</b> 10/25/12 / 10/25/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTKR	<b>Account Executive</b> Jamie Andrus	<b>Sales Office</b> Washington, D.C.
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 137	<b>Product Code</b> 490
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	10/29/12	11/04/12	Late Night with David Letterman	1135pm-1237am		:30			NM	5	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$690.00			
N 2	3	11/05/12	11/05/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$690.00			
N 3	3	10/29/12	11/04/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$220.00			
N 4	3	11/05/12	11/05/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$220.00			
N 5	3	11/03/12	11/03/12	Redskins Overnight	1135-1235xm		:30			NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				2	\$180.00			
N 7	3	11/04/12	11/04/12	NFL Football	4-8pm		:30			NM	1	\$11,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$11,750.00			
<b>Totals</b>											15	\$17,570.00

  

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	15	\$17,570.00	\$14,934.50
<b>Totals</b>	15	\$17,570.00	\$14,934.50

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and in full. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.